Two Ways to Advertise in ASGCT's Monthly E-Newsletter

The Vector

to Reach 4,000+ ASGCT Members!

1 Hyperlinked Banner Ads

Promote your company, products, services, a webinar series, event, etc!

The American Society of Gene & Cell Therapy is the primary professional membership organization for gene and cell therapy. The Society's members are scientists, physicians, and patient advocates.

The Vector reaches members who work in universities, hospitals, government agencies, foundations, biotechnology and pharmaceutical companies. The Vector features the newest discoveries and clinical applications of genetic and cellular therapies, public policy insights, industry news, and updates about the Annual Meeting.

SPECs AND PLACEMENT

Hyperlinked horizontal banner ad dimensions: 650 x 150 pixels. ASGCT accepts up to four banner advertisements per issue. Placement is based on a first-come, first-served basis.

<table>
<thead>
<tr>
<th># of Ads</th>
<th>Base Price</th>
<th>% off</th>
<th>Total Discounted Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$1,000</td>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td>2</td>
<td>$2,000</td>
<td>5%</td>
<td>$1,900</td>
</tr>
<tr>
<td>3</td>
<td>$3,000</td>
<td>10%</td>
<td>$2,700</td>
</tr>
<tr>
<td>4</td>
<td>$4,000</td>
<td>15%</td>
<td>$3,400</td>
</tr>
<tr>
<td>5</td>
<td>$5,000</td>
<td>20%</td>
<td>$4,000</td>
</tr>
<tr>
<td>6</td>
<td>$6,000</td>
<td>25%</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

WANT TO LEARN MORE OR HAVE ANY QUESTIONS?

Email Mel Schwandt at mschwandt@asgct.org.
The Vector Advertising Form

This agreement made on __________________ between the American Society of Gene & Cell Therapy (ASGCT) and the below-named advertising company and/or advertising agency (herein after referred to as the “Advertiser”) is binding to the following terms and conditions. The advertiser agrees to purchase advertising space in The Vector and agrees to the terms and conditions stated below.

Company Name: ____________________________________________________________
Contact Name: ____________________________________________________________
Address: __________________________________________________________________
City: ____________________________ State: _______________ Zip: ___________________
Phone: _____________________________________________________________________
Email: ____________________________________________________________________

Contact Signature: _______________________________________________________________________

HYPERLINKED BANNER ADS
Please indicate the number of Banner Ads you would like to purchase: ______________
Preferred months to advertise in: _______________________________________________
________________________________________
________________________________________
________________________________________
________________________________________

FEATURED JOBS
Please indicate how many issues of The Vector you would like to advertise a Featured Job(s) in the Career Center.

Please send all graphics, Featured Job(s) titles, and URL links to mschwandt@asgct.org. Advertisers are welcome to supply tracking URLs. Issues and placements will be confirmed with advertisers once agreement is submitted.

Payment Information

Total Price: $__________________ (Reference pricing structure on page above)

Please make check payable to ASGCT, or provide credit card information below. Check must be in US dollars and drawn on a US bank. Full payment must be received before publication.

☐ Visa ☐ MasterCard ☐ American Express ☐ Check
Card Number: __________________________
Expiration Date (Month/Year): ________________

Please return this order form and direct any questions to Mel Schwandt at mschwandt@asgct.org.

Advertising Terms and Conditions
The American Society of Gene & Cell Therapy (ASGCT) is the publisher of The Vector. The Advertiser agrees to these terms and conditions by completing the Advertising Order.

Acceptance of Advertising
All advertisements are subject to review and approval by ASGCT. ASGCT may, at its discretion, require edits or reject any advertisement submitted by the Advertiser. Advertisements that conflict or have the appearance of conflicting with ASGCT’s mission are prohibited. The use of the ASGCT name and/or logo, is prohibited without prior written approval. Any reference to ASGCT in advertisements is prohibited. Promotion of services or meetings that compete directly with those offered by ASGCT is generally prohibited. ASGCT reserves the right to decline advertising for any educational course, meeting or related event advertised event falls 90 days before or after an event held by ASGCT.

Fundraising or membership solicitation by organizations other than ASGCT is prohibited. The inclusion of an advertisement in ASGCT publications is not to be construed or publicize as an endorsement or approval by ASGCT nor may the advertiser promote that its advertising claims are approved or endorsed by ASGCT. ASGCT reserves the right to insert the word “Advertisement” above or below any copy to avoid confusion. All matters and questions not specifically described here in are subject to the final decision of ASGCT.

Limitations of Liability
ASGCT will make reasonable efforts to publish advertisements promptly and accurately. ASGCT shall not be liable for failure to publish any advertisement accepted by ASGCT. The advertiser agrees to indemnify and hold harmless ASGCT for all damages, costs, expenses of any nature including court costs and legal fees, for which ASGCT may become liable by reason of its publication of the advertiser’s advertisement. ASGCT assumes no responsibility to verify statements contained in an advertisement. ASGCT does not make corrections to artwork. All ad artwork must be submitted in final format. ASGCT shall not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted. ASGCT is not responsible for ad placements near competing products. ASGCT cannot guarantee click rate results.

Terms
Net amounts are due at the time of the advertising order. A completed order form guarantees advertising rates for the period identified on the order form.

Cancellation
ASGCT, at its sole discretion, reserves the right to reject requests for advertisements, cancel or not renew previously approved advertisements, at any time for any reason or no reason at all. The Advertiser may cancel an advertisement by providing notice in writing to ASGCT no less than two weeks prior to the scheduled date of publication. Any advertisements canceled thereafter will incur the full cost of the advertisement.